

West Virginia received \$1.2 million for the pilot program of the Senior Farmers' Market Nutrition Coupon Program. The Program is targeted for senior citizens who have an income level of 185 percent of the poverty level or below. Initially, the Program will be piloted in 11 counties (Cabell, Grant, Kanawha, Logan, Marion, Mason, Mineral, Ohio, Pendleton, Randolph and Upshur). Eligible participants will be allocated \$30 in coupons to be used at participating farmers' markets or farm stands in the 11-county area. Coupons may be used to purchase West Virginia grown fruits and vegetables.

The West Virginia Grown program encompasses several activities, including receptions, school and community activities.

Fairs and Festivals provide excellent marketing opportunities for the West Virginia Grown program. During this fiscal year, a total of 16 fairs and/or festivals featured a booth promoting West Virginia Grown foods. The State Fair of West Virginia and the Mountain State Art and Craft Fair were the most significant events. During each of these events, the Division staff devoted a great deal of time and effort in sampling these products. All 16 events, product sampling and displays are well-received by attendees and continue to provide excellent opportunities for the companies involved and for members of the Marketing and Development staff to assist them in their marketing efforts.

One of the primary goals of this division is to provide traditional marketing services for commodity producers. These include grading services, inspection services, and price discovery opportunities. The grading and inspection services are provided for beef cattle, lambs, pigs, apples, peaches and all fruits and vegetables on a receiving point basis. Price discovery, or market news, is the independent collection and dissemination of price information so those individuals buying and selling the commodity may be aware of the unbiased price being paid for the commodity on the open market. Market news is collected on feeder cattle, slaughter cattle, hogs, sheep and lambs, goats, apples, peaches and

tobacco.

Division livestock staff members continue to provide USDA feeder cattle grading services to our livestock farmers in West Virginia.

Accomplishments:

- \$1.2 million distributed to low income senior citizens to purchase fresh West Virginia fruits and vegetables.
- 58,000 head of feeder cattle graded at 85 special sales
- Over \$1.7 million distributed to assist tobacco producers.
- 410 businesses involved in the West Virginia Grown Program.
- 18 State institutions supplied with fresh commodities of beef, pork and potatoes.
- Agri-Tourism programs strengthened.
- High Appalachian aquaculture farm and processing facilities produced 275,000 pounds of Rainbow Trout with a value of \$344,000.
- More than 74,502,080 million pounds of apples inspected.
- More than 360,000 pounds of apples inspected for export to Central America.
- More than 1.8 million pounds of peaches inspected.
- 15,000 head of feeder and slaughter lambs graded.
- 2001 edition of Foods and Things completed listing food producers and processors in West Virginia.
- Sheep & Wool Directory completed and reprinted.
- 360 Market News reports collected on over 116,000 head of livestock.

Agribusiness refers to business owners, producers, farmers, etc.